

Message Text

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R 220100Z JAN 76
FM AMCONSUL SYDNEY
TO USDOC WASHDC
AMCONSUL AUCKLAND
AMCONSUL BRISBANE
AMEMBASSY CANBERRA
AMCONSUL MELBOURNE
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INFO SECSTATE WASHDC 6736

UNCLAS SYDNEY 0136

E.O. 11652: N/A

TAGS: BEXP, AS, NZ, PP

SUBJ: PROPOSED FY 77 SYDNEY TRADE CENTER PROGRAM.

REFS: A. STATE 303581

B. SYDNEY 2532

C. USDOC 18631

D. USDOC 17443

1. LATEST PROPOSED STC SCHEDULE AS FOLLOWS:

A. NOVEMBER 1976 - EDP EXHIBITION.

B. MARCH 1977 - EDUCATIONAL TRAINING AIDS EXHIBITION

INCLUDED TEXT BOOKS.

C. MAY 1977 - OUTDOOR RECREATION EQUIPMENT EXHIBITION.

D. JULY 1977 - MODERN HOUSING EXHIBITION (VERY
TENTATIVE).

E. AUGUST 1977 - FOOD PROCESSING AND PACKAGING
EQUIPMENT EXHIBITION.

F. SEPTEMBER 1977 - HEALTH CARE INDUSTRIES EXHIBITION.

2. COMMENTS AND CHANGES FROM PREVIOUS REFTELS:

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A. SUGGEST MARCH SHOW FOCUS ON EDUCATIONAL TRAINING

AIDS INCLUDING ALL RELATED BOOKS (I.E. TEACHER TRAINING, TEXT BOOKS, CHILDRENS EDUCATIONAL BOOKS), AUDIO-VISUAL EQUIPMENT BUT EXCLUDING SHELVING, BINDING AND PUBLISHING.

B. MODERN HOUSING THEME STILL VERY DOUBTFUL THOUGH SITUATION MAY CHANGE.

C. FOOD PROCESSING AND PACKAGING THEME ACCEPTABLE IF VIEWED PRIMARILY AS MEANS FIND REPS, DISTRIBUTORS FOR NTM FIRMS.

D. JULY BETTER MONTH THAN JUNE FOR EXHIBITIONS DUE AUSTRALIAN FISCAL YEAR ENDING JUNE 30. FIRMS NOT LIKELY TO BE AS INTERESTED IN NEW PURCHASES IN LAST MONTH OF OLD FISCAL YEAR. PARA 10 REFTEL A INDICATES POSSIBLE MISUNDERSTANDING OF THIS.

E. ALTERNATE THEMES UNDER CONSIDERATION: MARINE ELECTRONICS, BUSINESS EQUIPMENT, INDUSTRIAL ASSEMBLY EQUIPMENT AND SUPPLIES, STANDBY POWER GENERATION AND CLEANING SERVICES EQUIPMENT (INCLUDES LAUNDRY, DRY-CLEANING, RUG, DRAPERIES ETC. CLEANING). MINING EQUIPMENT NOT SUITABLE FOR STC EXHIBITION. PLEASE ADVISE PREFERENCE.

E. UNDERSTAND RESEARCH ASSIGNMENTS AS FOLLOWS:

A. EDP - GMS DUE APRIL 2.

B. EDUCATIONAL TRAINING AIDS - STC. (NOTHING TO UPDATE)

C. OUTDOOR RECREATION - STC.

D. MODERN HOUSING - STC

E. FOOD PROCESSING & GMS

F. HEALTH CARE - STC

G. TWO ALTERNATE THEMES - STC.

4. TDS ON EDP, EDUCATIONAL TRAINING AIDS AND OUTDOOR RECREATION EQUIPMENT BEING PREPARED BY STC AND WILL BE FORWARDED ASAP. WILL ALSO PREPARE TDS ON FOOD PROCESSING AND PACKAGING.

5. RECOMMEND OIM PREPARE TDS ON MODERN HOUSING AND HEALTH CARE AS THEY MADE THEME PROPOSAL AND STC NOT SURE WHAT INCLUDED.

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6. EMBASSY AND OTHER POSTS WILL RESPOND SEPARATELY ON OTHER PROPOSED FY 1977 TRADE PROMOTION EVENTS.

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Margaret P. Grafeld
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